



**National Main Street  
Center**  
a subsidiary of the  
National Trust *for* Historic Preservation



## **Announcing Updates to our Membership Program**

Over the past several years, the Main Street America membership program has grown in exciting ways. We've introduced a suite of new resources and benefits, ranging from grant programs to training discounts, to a brand-new members-only networking site, and more, all with the goal of bringing you the tools you need to do your job.

In order to continue building the value of membership, and bring new organizations and individuals into the fold, we are preparing to introduce some changes to our membership program beginning July 1. We're making these changes with the following goals:

1. Make our membership levels easier to distinguish and navigate;
2. Create more points of entry in our network to grow the Main Street movement, and
3. Better align membership costs with the value associated with each level, while keeping dues as low as possible.

Here's what to expect:

### **Main Street America Community Member (formerly called Designated Member)**

Dues: \$375

This is the exclusive membership home for Accredited and Affiliate Main Street America programs. Members will be automatically assigned to this level when they receive Accredited or Affiliate designation from their Coordinating Program or the National Main Street Center. Membership at this level is a mark of distinction. It offers national recognition and the right to enter into a sub-license with us to use Main Street America branding to promote their work.

### **General Member**

Dues: \$295

This membership is open to any individual or organization interested in accessing tools and resources for commercial district revitalization. There are no requirements or reports associated with this level – just access to resources. This is a great starter membership for those just starting a revitalization effort or working toward Accreditation.

### **Allied Member**

Dues: \$525

This category is for companies and consultants that provide products and services related to downtown revitalization and economic development. Members will enjoy all the same great benefits as before including an exclusive Main Street America Allied Member logo. Stay tuned for new sponsorship and promotional opportunities, available exclusively Allied Members.

### **Friends of Main Street (new level introduced this past winter)**

Dues \$95

This is a membership option just for individuals. It's an opportunity for supporters of the Main Street movement to invest in our work and gain access to some exciting benefits.

What's next?

You don't need to take any immediate action. Your membership level will be updated automatically on your account page, and you'll see your new rate reflected on your next renewal notice. Please refer to the resources below for more information. If you have any further questions, [don't hesitate to reach out](#).

We value your membership! Members like you allow us to grow the program and increase Main Streets' collective impact. We look forward to creating exciting new resources and supporting your work in the coming year.

# Membership Opportunities



## Main Street America Community Member | \$375

Provides an elevated, distinct home for Accredited and Affiliate Main Street America programs. Eligibility limited to communities that are designated by their Coordinating Program or directly by the National Main Street Center.

### Benefits:

- Priority access to grant programs
- All current [general member benefits](#)
- Group Main Street Now Conference discount (three or more)
- Access to Main Street America branding upon completion of sub-license

*Note: Joining will require verification with Coordinating Program to ensure local program has achieved Accredited or Affiliate status. Membership at this level is required to maintain that status.*

## General Member | \$295

An open membership level that offers resources to communities working toward designation and/or groups not affiliated with Main Street America. Includes: members that have graduated from Start-up, UrbanMain participants, business associations, individuals who want content, etc.

### Benefits:

- All current [general member benefits](#)
- No access to branding
- Limited access to grants

## Allied Member | \$525

A level designed for consultants or companies that offer products and services related to downtown revitalization. Provides you with an invaluable way to promote your company to the Main Street America network.

### Benefits:

- All current [general member benefits](#)
- Two member mailing lists per year
- Branded Allied Member logo
- Exclusive advertising and promotional opportunities
- Exhibiting discount at the Main Street Now Conference

## Friends of Main Street | \$95

An individual membership level for supporters of our mission.

### Benefits:

- Main Street News
- *State of Main*
- One Main Street Now Conference discount

	<b>MSA Community \$375</b>	<b>General Member \$295</b>	<b>Allied Member \$525</b>	<b>Friend of Main Street \$95</b>
<b>Main Street News</b>	✓	✓	✓	✓
<b><i>State of Main</i></b>	✓	✓	✓	✓
<b>Conference Discount</b>	✓	✓	✓	✓
<b>The Point</b>	✓	✓	✓	
<b>MSAI Discount</b>	✓	✓	✓	
<b>Online Resource Center</b>	✓	✓	✓	
<b>Free Webinars</b>	✓	✓	✓	
<b>Digital Library</b>	✓	✓	✓	
<b>Preservation Job Board</b>	✓	✓	✓	
<b>NTIS Insurance Packages</b>	✓	✓	✓	
<b>MSA Sub-license &amp; Branding</b>	✓			
<b>Priority Access to Grant Programs</b>	✓			
<b>Group Conference Registration Discount</b>	✓			
<b>Conference Exhibiting Discount</b>			✓	
<b>Member Mailing Lists</b>			✓	
<b>Promotion &amp; Advertising Opportunities</b>			✓	

# Membership FAQ

## What additional benefits am I getting?

Since dues were last increased, we have added a number of new member benefits including The Point, our online member networking community and *State of Main*, our print publication. We've also released several member-exclusive publications, relaunched our professional development program (Main Street America Institute), and completely redesigned our website. Finally, we've built up our organizational capacity by adding staff, investing in new efficiency tools, and pursuing more external partnerships. We're working hard to expand the Main Street Movement and better serve our Network while keeping member dues as low as possible.

## Will my membership level be changed?

Members only will be reassigned to a new level in these cases:

- If you were recognized as a 2019 Main Street America Accredited or Affiliate program, you will be moved to the Main Street America Community Member level.
- If you are currently a Designated Member but were not recognized as a 2019 MSA Accredited or Affiliate program, you will be moved to the General Member level.

## When will I see these changes take place?

These changes will go into effect July 1, 2019. If you have already been billed for your 2019-2020 membership term, the rate on your notice will be honored through July 31<sup>st</sup>. If you have not yet been billed for your 2019-2020 membership term, you will see your new level and price reflected on your next renewal notice.